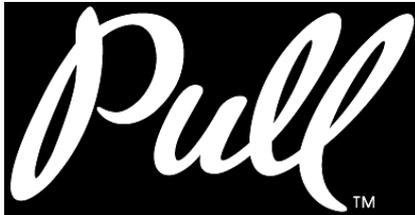


# Case Study

## Conversis Medical

[www.conversismedical.com](http://www.conversismedical.com)



### Industry

Health, Services

### Partner

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## Background

Conversis Medical is a leading provider of Translation and Localisation services for the Life Science and Pharmaceutical industry specialising in multi-national clinical trials.

Conversis Medical offer medical translation services for clinical contract research organisations, pharmaceutical companies, and healthcare advertising agencies.

## Goals

Pull were asked to take Conversis Medical's existing website and rebrand/design an attractive, user-friendly, and responsive website.

This involved moving Conversis Medical's existing website to Kentico CMS with a new designed and revised architecture. The new site would rely heavily on large images and slideshows to display brand imagery and key messages while remaining easy to edit and manage.

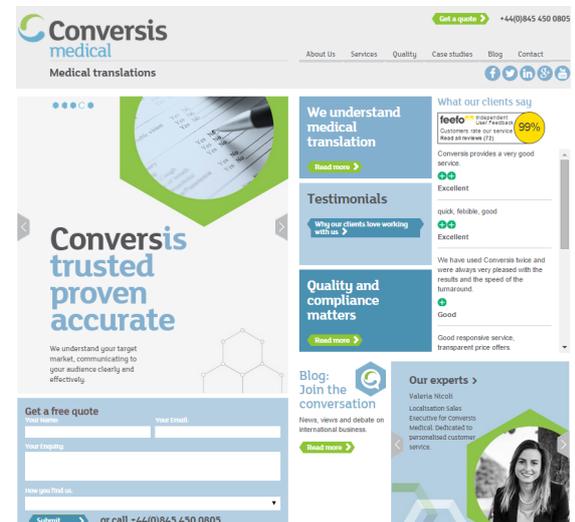
## Challenges

- To create a well-structured editable interface for case studies
- Multiple documents and widgets to be chosen for the home page
- Creating multiple slideshows and easily integrate these into any page
- Allow editors to position slideshow captions where they please
- To ensure that the entire site is responsive

## Solutions

Kentico gives you the option to create a custom document type, and this methodology was used to organise the site into manageable areas. For the case studies section, Pull chose where each editable field would appear on the page using a transformation, making it very easy for the content user to input content, even though the resulting page was quite complex.

Pull created many widget zones within the homepage template allowing the user to select from the pre-configured widgets such as slideshows and signpost widgets. The use of these widgets means that the content is managed in one place, so, no matter on how many pages you use the widget, the content can be updated in one go.



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When creating the structure for the slideshows, Pull allowed for multiple slideshows to be created, meaning the editor is easily able to create many slideshows and then switch between them by updating the slideshow widget. This makes managing the slideshows much easier compared to having all the content on the page.

The slide document type allowed the site to have fields for the caption, image, link, and the positioning of the caption itself. Each slide had a field named “Top Position” and the user would input a number into this field to indicate how many pixels below the caption the image should appear. Inside the transformation Pull added an inline style where the pixels specified would be inserted.

The site is fully responsive, and Pull mainly used media queries to control the CSS styles to make sure the site works on all devices. The Kentico Edit & Design interfaces were easy to use in this way and meant Pull didn’t need to consider anything different.

## Results

The site has received very positive feedback from everyone involved with Conversis Medical, and they are very happy with the ease with which they could manage their content.

## Key criteria for choosing Kentico

Pull Digital chose Kentico CMS as a platform for the new Conversis Medical website because of its mix of CMS features. Other key criteria were:

- Ease of use
- Simple to navigate
- Flexibility
- Out-of-the-box, attractive interface
- On-going simple upgrade cycle
- Easy to duplicate elements
- Organised documents
- Out-of-the-box functionality
- Search Engine friendly
- Easy zone controllability for responsive purposes
- Document types for multiple editable areas



### Case studies - medical translations

Here is a snapshot of some of the work we've done recently. If you would like more information or to discuss your needs, [contact us now](#).

**Work:**  
Forward translation of patient brochure, welcome letter and visit booklet; translations following a major change in protocol; desktop publishing in 24 languages.

**Result:**  
A seamless translation service provided and fast turnaround following a change in protocol. A very pleased client.

**Area:**  
Gastric Cancer

**Patients:**  
600

**Sites:**  
Worldwide

**Languages:**  
35